

# ESMO TAT ASIA CONGRESS 2025

## INDUSTRY GUIDELINES

2025 **ESMO TAT ASIA**

Targeted Anticancer Therapies

### SCIENTIFIC COMMITTEE CO-CHAIRS

Byoung Chul Cho, Seoul, Republic of Korea

Yasushi Goto, Tokyo, Japan

Brigette Ma, Hong Kong SAR, China

## HONG KONG SAR CHINA 18-20 JULY 2025

ESMO TAT, the multi-stakeholder forum gathering key actors in cancer drug development, arrives in one of the most dynamic and best connected hubs in Asia, making the latest advances in early phase clinical trials accessible to everyone in the region.

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BETTER MEDICINE  
BEST PRACTICE

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## CONTACTS

### ESMO TAT Asia Congress 2025 Industry Satellite Symposia Support

#### ESMO TAT Asia Congress 2025 Secretariat

ESMO Head Office  
Via Ginevra 4  
6900 Lugano, Switzerland  
E-mail: [asiacongress@esmo.org](mailto:asiacongress@esmo.org)

#### CTI Meetings Technology GmbH

Nussdorfer Strasse 20/22  
1090 Vienna, Austria  
E-mail: [esmo@ctimeetingtech.com](mailto:esmo@ctimeetingtech.com)

### Sponsorship, industry satellite symposia, advertising and exhibition

Zarina Othman [asiacongress@esmo.org](mailto:asiacongress@esmo.org) +41 (0)79 895 82 58

### Operations management

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### Satellite symposia programme management

Debora Carbonetti-Asta [programme@esmo.org](mailto:programme@esmo.org) +41 (0)91 973 19 16

### Satellite symposia logistics, and exhibition support

Zhixin Teo [asiacongress@esmo.org](mailto:asiacongress@esmo.org) +65 8820 1789

### Registration management

Registration unit [registration@esmo.org](mailto:registration@esmo.org) +41 (0)91 973 19 13

### Media Relations

ESMO Press Office [press@esmo.org](mailto:press@esmo.org)  
Media Activities organised by Third Parties [media@esmo.org](mailto:media@esmo.org)  
Filming Activities [filming@esmo.org](mailto:filming@esmo.org)

#### IMPORTANT NOTE:

ESMO is aware that there might be various websites falsely claiming to represent ESMO with regards to registration for ESMO TAT Asia 2025 in Hong Kong SAR. We will be taking action to limit this; however, we would like to inform you and ask that you also distribute this information wider within your organisation. Some of these sites are asking for member information in the form of member ID number and password. Passwords are strictly confidential and ESMO would never ask for this information. Please be aware that the only way to register for ESMO TAT Asia 2025 will be via the official ESMO website or by contacting [registration@esmo.org](mailto:registration@esmo.org).

## WELCOME

### Dear Industry Partners,

We look forward to welcoming you to the ESMO TAT Asia Congress 2025 in Hong Kong SAR, from 18 to 20 July 2025, to present and discuss on critical topics in cancer drug development such as innovation, digital transformation, research methodology, business insights, regulation, and public policy, in the Asia-Pacific region.

The outstanding scientific programme will cover the latest advances to facilitate accelerated oncology drug development, offering high quality multidisciplinary educational sessions for industry, academia, clinicians, and regulators to promote international cooperation and accelerate the anticancer research.

We hope you will join us on that journey by taking part in ESMO TAT Asia, to help shape the future of cancer treatment through expertise, innovation, and collaboration, and share unforgettable moments!

Kind Regards,

The ESMO TAT Asia 2025 Congress Officers



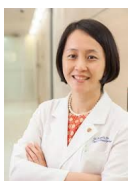
**Fabrice André**, Villejuif, France  
ESMO TAT Asia 2025 Congress President



**Byoung Chul Cho**, Yonsei, Republic of Korea  
ESMO TAT Asia 2025 Scientific Co-Chair



**Yasushi Goto**, Chuo-ku, Japan  
ESMO TAT Asia 2025 Scientific Co-Chair



**Brigette Ma**, Hong Kong SAR, China  
ESMO TAT Asia 2025 Scientific Co-Chair



## CONGRESS OFFICERS

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### Scientific Committee Co-Chairs

**Byoung Chul Cho**, Seoul, Republic of Korea

**Yasushi Goto**, Tokyo, Japan

**Brigette Ma**, Hong Kong SAR, China

### Scientific Committee experts

**Hyun Jung Chung**, Daejeon, Republic of Korea

**Jayesh Desai**, Melbourne, Australia

**Elena Garralda**, Barcelona, Spain

**Boon-Cher Goh**, Singapore

**Ye Guo**, Shanghai, China

**Ashley Lakner**, Basel, Switzerland

**Chia-Chi (Josh) Lin**, Taipei City, Taiwan

**Xiaole Shirley Liu**, Cambridge, MA, USA

**Herbert Loong**, Hong Kong SAR, China

**Tony S.K. Mok**, Hong Kong SAR, China

**Ezogelin Oflazoglu-Gruyters**, Gaithersburg, MD, USA

**Do-Youn Oh**, Seoul, Republic of Korea

**Ruth Plummer**, Newcastle upon Tyne, UK

**Lin Shen**, Beijing, China

**Toshio Shimizu**, Osaka, Japan

**Ross Soo**, Singapore

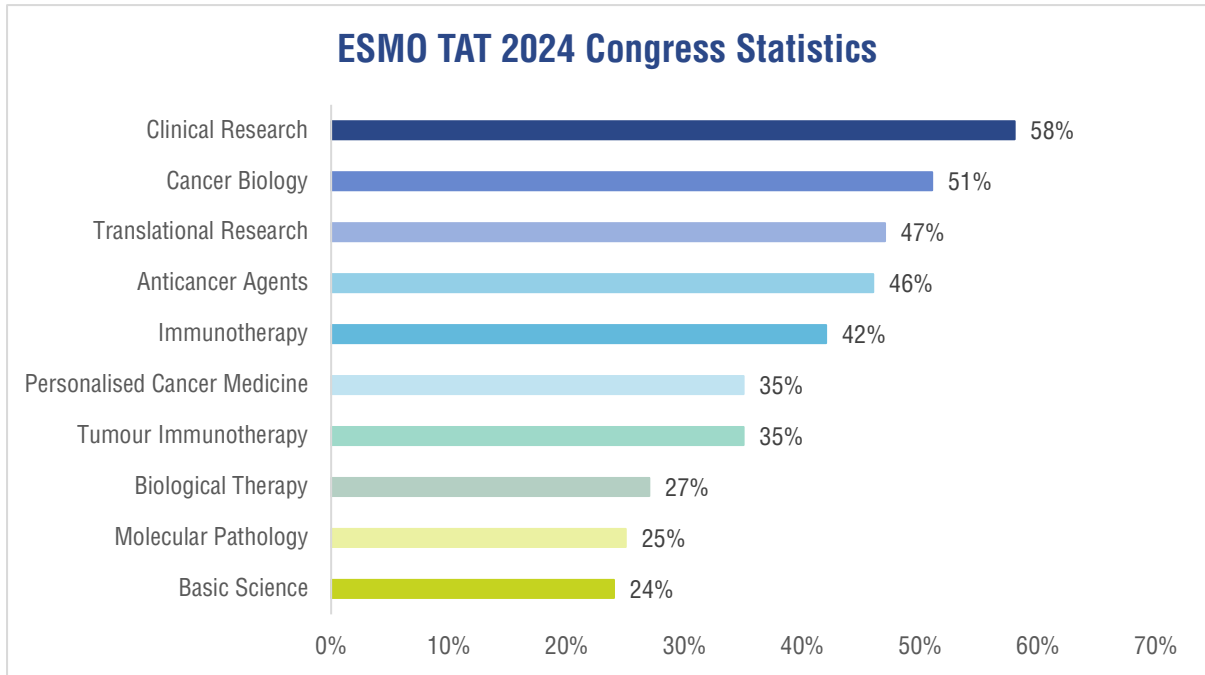
**Daniel Tan**, Singapore

**Ben Tran**, Melbourne, Australia

**Kan Yonemori**, Tokyo, Japan

## CONGRESS STATISTICS

Please find below Congress Statistics from ESMO Targeted Anticancer Therapies Congress 2024 held in Paris, France, from 26-28 February 2024, as a reference on the participants' topic of interest.



## PREFACE

### Welcome

You have decided to partner ESMO TAT Asia 2025, the multi-stakeholder forum gathering key actors in cancer drug development, in one of the most dynamic and connected hubs in Asia.

### Congress Dates

#### Official Programme

18-20 July 2025

#### ESMO Colloquia & Industry Satellite Symposia

18-20 July 2025

#### Exhibition

18-20 July 2025

Well organised planning makes for successful execution and the European Society for Medical Oncology together with its partner suppliers will be glad to guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

The ESMO TAT Asia 2025 Industry & Exhibition Guidelines will guide you in the necessary steps of your participation at ESMO TAT Asia 2025 in Hong Kong SAR. The document is organised into distinct sections namely:

- Satellite Symposia General Information
- Promotion of the Industry Satellite Symposia and other activities
- Industry meetings and activities
- Exhibition rules and information

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO TAT Asia 2025 activities.

Participation at the ESMO TAT Asia 2025 implies an acceptance of the requirements contained within these Industry & Exhibition Guidelines and also in any updates posted on the [ESMO website](#).

A copy of this document will be available on our website and your main contact for any additional queries on this aspect of the project will be the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

**We look forward to working with you over the coming months towards a rich and innovative ESMO TAT Asia 2025!**



## GENERAL INFORMATION

ESMO TAT Asia 2025 will be a comprehensive congress taking place at Kerry Hotel, Hong Kong in Hong Kong SAR, from 18-20 July 2025.

### Venue Information

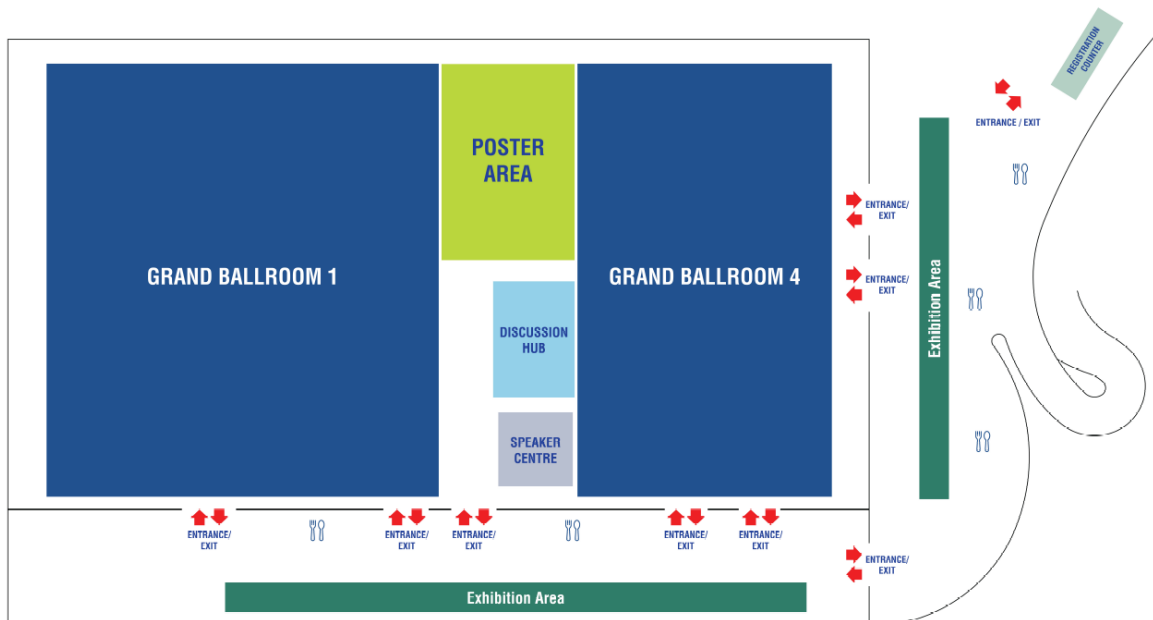
#### Kerry Hotel, Hong Kong

38 Hung Luen Road, Hung Hom Bay  
Kowloon, Hong Kong SAR

Located near the Whampoa MTR Station in Hung Hom Bay, Kerry Hotel is seamlessly connected to the rest of Hong Kong. The journey from Hong Kong International Airport to Kerry Hotel takes 30 minutes on the Airport Express Train or via taxis.

### Venue Overview

Kerry Hotel, Hong Kong – Level 2



Venue overview as of February 2025, subject to changes.

## DEADLINES

### Abstract submission deadline

29 April 2025 **Abstract submission deadline**

### Industry Satellite Symposia programme deadlines

26 March 2025 **Proposed programme submission** - including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons - to be submitted to the ESMO Scientific Programmes Department ([programme@esmo.org](mailto:programme@esmo.org)) using the [official template](#).

09 April 2025 **Notification by ESMO** of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee. After that only minor changes will be taken into consideration.

### Registration Deadlines

14 May 2025 **Early Registration**

18 June 2025 **Late Registration**

25 June 2025 **Group Registration and Complimentary Registration** (names to be given)

### Industry Satellite Symposia deadlines

12 May 2025 **Contact details for the person responsible for the satellite symposium organisation** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))

02 June 2025 **Polling services order** ([e.damti@ctimeetingtech.com](mailto:e.damti@ctimeetingtech.com)/[esmo@ctimeetingtech.com](mailto:esmo@ctimeetingtech.com))  
**Additional AV requirements** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))  
**Additional hostesses' hire** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))

25 June 2025 **Booking of on-site rehearsal** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))  
**Name of designated representative accessing the Speaker Preview Centre** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))  
**Confirm intent to have a satellite webcast** ([asiacongress@esmo.org](mailto:asiacongress@esmo.org))

### Promotional deadlines

04 June 2025 **Company description**

25 June 2025 **Satellite Invitation Weblink and On-site Programme Poster**  
**Daily Reporter Banners**  
**Artwork for on-site advertising (including Pipeline Display Board)**

### Exhibition deadlines

20 June 2025 **Orders of furniture and any additional stand services**

25 June 2025 **Exhibitors' registration**

## INDUSTRY SATELLITE SYMPOSIA

### 1 Satellite Symposia General Information

Satellite symposia will take place from 18-20 July 2025. Details of available timeslots may be obtained by email from the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

#### 1.1 Satellite symposia programmes

All satellite symposia programmes must be approved by the ESMO TAT Asia 2025 Scientific Committee prior to any invitations with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress. Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO TAT Asia 2025 Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

Additionally, and in accordance with ESMO Organisational Regulations, the following ESMO Officers are not allowed to participate (either as a Chair or Presenter) in any satellite symposium:

- Congress Scientific Co-Chairs
- Cancer Medicines Committee Chair
- Compliance Committee Chair
- Educational Committee Chair
- Guidelines Committee Chair
- Editors-in-Chief of ESMO Journals
- Deputy Editors-in-Chief of ESMO Journals
- ESMO-Magnitude of Clinical Benefit Scale Working Group Chair

All other ESMO Executive Board and Council members may participate in a maximum of two industry satellite symposia subject to approval by the ESMO Executive Board. This restriction does not apply to ESMO Colloquia.

Details of the ESMO Council may be found via: [www.esmo.org/about-esmo/organisational-structure/esmo-council](http://www.esmo.org/about-esmo/organisational-structure/esmo-council)

Any changes to the provisional or the final programme must be forwarded immediately for re-approval to the ESMO Scientific Programmes Department ([programme@esmo.org](mailto:programme@esmo.org)). After the outcome notification, only minor changes will be taken into consideration.

Submitting an abstract to the ESMO TAT Asia 2025 Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any industry satellite symposium prior to its presentation in the official ESMO TAT Asia Congress 2025 programme, and that it has not been presented elsewhere.

Regarding **On-site Faculty expenses**, please see details in [Point 2.15](#).

#### 1.2 Applications

The ESMO TAT Asia 2025 Secretariat will approach companies with a proposal to participate at ESMO TAT Asia 2025. Upon application, satellite symposia slots are assigned by sponsorship level and on a first come, first serve basis.

### 1.3 Programme submission deadlines

26 March 2025	<b>Proposed programme submission</b> - including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons - to be submitted to the ESMO Scientific Programmes Department ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ) using the <a href="#">official template</a> .
9 April 2025	<b>Notification by ESMO</b> of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee. After that only minor changes will be taken into consideration.

#### Notes:

1. The above timelines have been established to give all sponsors equal opportunities to invite preferred speakers and late submission of programme proposals cannot delay the overall approval process. Sponsors who do not adhere to the deadline risk not being able to invite preferred speakers if they have already been confirmed for other satellites in accordance with this schedule.
2. It will be the responsibility of speakers who have been nominated for more than two satellites to choose which to accept.

### 1.4 Support an ESMO Colloquium

A variety of independent state-of-the-art updates on new developments in oncology can be supported with the primary objective to further enhance the educational experience of our delegates. This will allow you to support official scientific education by ESMO without being directly involved in the development of the programme, or in selecting the faculty.

- ESMO handles all logistics and promotion of the colloquia
- All colloquia will be recorded, and the on-demand versions will be promoted via the OncologyPRO newsletter after the live event

Companies interested in this product must secure a satellite symposium slot first. Subsequently, **slots will be allocated by ESMO**. For more information, contact [colloquia@esmo.org](mailto:colloquia@esmo.org).

#### **IMPORTANT:**

All ESMO Colloquia Slots are ESMO-MORA accredited.

## 2 Satellite Symposia

### 2.1 Schedule, room set-up and features

Set-up in theatre style with armchairs on stage and 1 lectern. Please note that ESMO reserves the right to adjust the room capacity in case of need.

No.	Date	Time	Location	On-site Capacity*
1	Friday, 18 July 2025	12:15-13:15	Grand Ballroom 1	250
2	Friday, 18 July 2025	12:15-13:15	Grand Ballroom 4	250
3	Saturday, 19 July 2025	12:45-13:45	Grand Ballroom 1	250
4	Saturday, 19 July 2025	12:45-13:45	Grand Ballroom 4	250
5	Sunday, 20 July 2025	12:45-13:45	Grand Ballroom 4	250

\*Room capacity may be subject to changes, and ESMO reserves the right to increase the capacity if necessary.

#### IMPORTANT:

The satellite symposia slot prices quoted in the ESMO TAT Asia 2025 Industry Prospectus include:

- On-site (in person) satellite symposium
- Satellite symposium published in the online programme and Congress App
- Satellite Invitation Weblink\* published in the ESMO TAT Asia 2025 website
- Satellite symposium programme poster in the ESMO TAT Asia 2025 Industry Satellite Symposia Gallery at the Congress Venue

\*Artwork production is at the sponsoring company's expense. For more details, please see [Point 4.3](#).

### 2.2 Technical equipment

Room	Projector	Laptop	Screen	Microphone		
				Lectern	Panel	Floor
Grand Ballroom 1	4.32m x 15.36m LED Screen	1	1	1	3	2
Grand Ballroom 4	6500 Lumens	1	2	1	3	2

### 2.3 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. For more information regarding additional hostesses, please contact the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

### 2.4 Alternative stage set-up, additional equipment and/or personnel

Owing to the limited set-up and dismantling time necessary between satellite symposia slots (15 minutes) and official programme, change of set-up is not allowed.

Additional audio-visual equipment should only be ordered through the official supplier. Please contact the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) for more information.

### 2.5 Session rooms lectern

Kindly be informed that the lectern cannot be branded.

## 2.6 Lectern laptop use

Kindly be informed that the following regulations will apply to the onsite laptop at the lectern in the assigned room:

- The laptop **cannot** be removed or un-cabled from the lectern
- It is strictly forbidden to upload any presentation on the laptop using a USB key
- Laptop set-ups **cannot** be changed

## 2.7 Polling/voting system

Companies interested in using a polling system may enquire with our official supplier, CTI ([esmo@ctimeetingtech.com](mailto:esmo@ctimeetingtech.com)), or submit your completed [order form](#). Polling or voting systems from different providers are not permitted.

## 2.8 Session timer

In order to avoid sessions running late, the ESMO TAT Asia 2025 Secretariat implemented a timer in the session rooms. The timer is a count-down, which allows speakers to monitor their presentation remaining time and it is displayed at the lectern visible by the speaker(s) on stage. It is not visible to the audience, nor in the produced webcast.

This timer is implemented to all Satellite Symposia by default, but in order to take advantage of this, companies **must** provide the session slides divided by presentation.

If the sponsoring company does not want the session timer, please notify the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) by 02 June 2025.

## 2.9 Lead System / Badge Scan System

Badge scan system can be ordered through the official supplier, CTI ([leadssystem@ctimeetingtech.com](mailto:leadssystem@ctimeetingtech.com)).

The ESMO TAT Asia 2025 Lead Retrieval System is a fast and easy way to record attendees' contact information. By simply scanning an attendee's name badge with the supplied scanner, that contact is entered into your dedicated database, including all relevant product information or comments which have been added to these attendees' profiles beforehand. Following the event, approved attendees' address data can be provided in printed form or as a MS Excel file or made available with proper access rights through an online platform. Further details are available in the Lead System [brochure](#) and [order form](#).

## 2.10 Food & Beverage areas

Lunch and coffee breaks are catered for registered delegates.

Please also note that any food items served in the congress centre must be purchased through the official catering service, and food and beverages purchased through external suppliers are strictly not allowed. Distribution of food and beverages is not allowed in public areas of the congress venue. No alcohol will be served during the ESMO TAT Asia Congress 2025.

## 2.11 Duration of the satellite symposium

All companies are obliged to respect the start and end times of the satellite symposia. Extensions beyond assigned timeslots are not allowed under any circumstances. Infringement of this regulation will affect the sponsors priority list for future ESMO congresses.

## 2.12 Installation, rehearsal and dismantling times

The set-up and dismantling times are extremely limited and must be respected in full. Please refer to the online programme to check the timing. For additional queries, please contact the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

Rehearsal slots are free of charge (max. 30 minutes slot per Satellite Symposium) and can be requested through the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)). Please note that:

- Rehearsal slots are not guaranteed
- Rehearsals will be assigned on first-come, first-served basis
- Rehearsals may only be booked upon request and availability

### IMPORTANT:

An email regarding rehearsal booking will be sent to you in due time. Rehearsals need to be booked by 25 June 2025. After this date, rehearsals will not be granted.

## 2.13 Invited speakers preview centre

The companies organising a satellite symposium must use the speakers preview centre and follow the instructions that the ESMO TAT Asia 2025 Secretariat prepares for its own speakers.

The usage of the speakers preview centre includes:

- Direct PPT upload from the speakers preview centre to the Satellite Symposium room
- Support for the speaker/uploader in the speaker preview centre regarding the upload and management of the PPT presentations

### IMPORTANT:

Please notify the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) by 25 June 2025 the name of the designated representative that will access the speaker preview centre to upload the presentation(s).

## 2.14 Presentation material

Please note that the presentation(s) must be prepared in **PowerPoint** 2010, 2013 or 2016 (MS Windows) and provided on an **USB-removable drive**. Kindly set slide size to “**Widescreen 16:9**” and in **landscape orientation**.

Only the company/agency designated representative (communicated to ESMO by 25 June 2025) will be granted access to the speaker centre for upload of all satellite’s presentations. This person must be duly registered on the list and will need to identify with first name and last name upon arrival at the speaker centre. The designated representative is requested to check-in all satellite’s final presentations on a USB-removable drive at the speaker centre no later than 1 hour before the start of the satellite symposium.

CTI Staff will always be available to offer support and technical assistance during the upload of the presentations. Once the presentations have been checked, the congress technical staff will be responsible for delivering it to the auditorium in time for your satellite session.

### Restrictions

Personal laptops cannot be connected to the projectors in auditoria and presentations cannot be loaded directly onto the lectern laptop. Presentations must be uploaded at the speaker centre.

## 2.15 On-site faculty expenses

Registration, travel and accommodation: ESMO will subsidise registration fees, travel expenses and cover hotel accommodation for a maximum of three (3) nights for any experts speaking in the official ESMO TAT Asia 2025

programme at the Faculty hotel and **in accordance with the ESMO TAT Asia 2025 invited speaker reimbursement policy**.

Speakers who are NOT participating in the ESMO TAT Asia 2025 programme must have their registration fees, travel and accommodation expenses covered in full by the sponsor.

### 2.16 Satellite symposia contacts/representatives

Each company will provide the name of one person who will be responsible for the organisation of its satellite symposium and notify the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational etc.) of the symposium, the company must inform the ESMO TAT Asia 2025 Secretariat accordingly. The ESMO TAT Asia 2025 Secretariat strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organise the satellite symposium, the company MUST notify the ESMO TAT Asia 2025 Secretariat and provide the agency name and contact person details. Only appointed agency representatives will receive information material from the ESMO TAT Asia 2025 Secretariat.

### 2.17 Post-Congress hosting

Post-congress, the official sessions, where permission is granted, will be added to OncologyPRO or ESMO website.

If the sponsoring company does not want the satellite webcast to be on OncologyPRO or ESMO website, please notify ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) by **25 June 2025**.

This post-congress hosting will provide a unique opportunity for all satellite organisers to host their on-demand satellite session(s) directly in our library and make the content easily accessible to all registered attendees\* and ESMO members.

The post-congress hosting will be handled as follows:

- OncologyPRO Sponsors satellite symposia will be hosted on OncologyPRO for 2 years for ESMO members and 6 months for non-ESMO members
- Non-OncologyPRO Sponsors satellite symposia will be hosted free of charge on the ESMO Meetings Library for 6 months

To find out more on how to become an OncologyPRO sponsor contact Jon Roberts ([jon.roberts@esmo.org](mailto:jon.roberts@esmo.org)) or Anna McDougall ([anna.mcdougall@esmo.org](mailto:anna.mcdougall@esmo.org)).

\*Non-member registered attendees will have access for 6 months post-congress.

### 2.18 Webcast

The result of the recording will be raw .mp4 file(s), divided by presentation. All satellite symposia will be recorded unless the sponsoring company specifies anything differently on the Satellite Symposia Services Order form. The result of the recording will be raw .mp4 file(s), divided by presentation.

ESMO discourages all Industry Partners from hosting their official Industry Satellite Symposia webcasts on their respective corporate/educational/medical websites during the period of the Congress as this may affect the attendance of the on-site satellite symposium/symposia.

### 2.19 General metrics

General metrics will be available after the congress.



## 3 Additional Information

### 3.1 Registration

A limited number of complimentary registrations will be assigned to each company, depending on the sponsorship level, granting access to the ESMO TAT Asia 2025. More instruction will be provided at a later date via email by the ESMO TAT Asia 2025 Secretariat.

### 3.2 Access

Satellite Symposia sessions will be accessible for all registered delegates.

### 3.3 Compliance

ESMO TAT Asia 2025 is organised by the European Society for Medical Oncology (based in Lugano, Switzerland).

The congress is provided to international HCPs with a majority from Asia, in accordance with the international Industry Code of Practices and/or local approval in each country. Participants fully registered to the congress, visitors wearing the visitors' badge, exhibitors wearing the exhibitor badge and agencies wearing the Industry Satellite badge will have access to the satellite symposia sessions, at the discretion of the sponsoring company.

For ESMO TAT Asia 2025, different badge coloured stripes will be used in order to allow identification of delegates as prescribers or nonprescribers. This decision has been taken to comply with prescription-only medicines promotional legislation, as far as applicable. (i) Delegates attending the Congress will be responsible when deciding which parts or areas of the congress they access, and (ii) By previously identifying their profile, pharmaceutical companies will be responsible when deciding how they engage or interact with participants, according to applicable laws and Codes of Practice.

### 3.4 ESMO TAT Asia 2025 Website and Congress App

Approved Satellite Symposia programmes will be published online in the Satellite Symposia section of the Congress programme and in the Events app if they are received no later than the 23 April 2025. The submission of the programme must follow the format of the ESMO TAT Asia 2025 [programme template](#).

The following details are necessary: session title, lecture, titles, allocated time for each presentation, full speaker names, affiliation, and contact details.

### 3.5 Abstract presentation during the Congress

Each company must guarantee that data from studies reported in accepted abstracts will not be presented as such during the Congress at any industry satellite symposium prior to presentation in the official ESMO TAT Asia 2025 programme.

### 3.6 ESMO TAT Asia 2025 abstract

Abstracts related to industry satellite symposia are not published in the ESMO TAT Asia 2025 abstract book.

## 4 Promotion of the Satellite Symposium and Other Activities

### 4.1 Publications and on-site advertising

Each company will ensure that all company publications referring to satellite symposia mention: “ESMO TAT Asia 2025 Industry Satellite Symposium” in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to [asiacongress@esmo.org](mailto:asiacongress@esmo.org), and respect the following deadlines:

04 June 2025	<b>Company description</b>
25 June 2025	<b>Satellite Invitation Weblink and On-site Programme Poster Daily Reporter Banners Artwork for on-site advertising (including Pipeline Display Board)</b>

ESMO suggests avoiding cultural, political, or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither is ESMO supporting those products or services for their sole promotion at ESMO TAT Asia 2025.

However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local laws and ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that the display or transmission of information, advertising, promotion and actions during the congress comply to the Code of Practice and applicable regulation of governing bodies in Hong Kong SAR.

### 4.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO TAT Asia 2025 on invitations and promotional documents related to the approved satellite symposium.

Companies are not allowed to use the ESMO corporate logo under any circumstances.

The ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) will provide the ESMO TAT Asia 2025 logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

### 4.3 Inviting participants – Satellite Invitation Weblink

Inviting participants to your satellites has never been this easy and effective!

A month prior to ESMO TAT Asia 2025, satellite symposium organisers will have the possibility to showcase their satellite(s) via a digital satellite invitation/weblink(s) in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO TAT Asia 2025 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From 25 June 2025 your satellite invitation weblink will go live (this will be subject to prior submission before the 25 June 2025 deadline and subsequent approval by the ESMO TAT Asia 2025 Secretariat). The ESMO TAT Asia 2025 E-Newsletter will be sent out to all registered delegates in July 2025.

### Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks should any web page be deemed to conflict with ESMO's ethics or interests.

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their satellite
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

With a satellite symposia, the content of the Weblink must solely state the:

- Title of the session
- The names of the chairpersons and speakers
- Location and timing of the ESMO approved scientific programme
- Remember that no product names or brand names are allowed in the title or in the scientific programme of the session
- The deadline to submit your weblink to [asiacongress@esmo.org](mailto:asiacongress@esmo.org) is **25 June 2025**. Your weblink will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule
- The weblink may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per weblink
- Under no circumstances may "Flash files" be allowed
- Any requests for content or structure change/amendments after the weblink has been linked to the appropriate listing will not be actioned
- To ensure that the ESMO TAT Asia 2025 logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions
- Cancellation of the weblink should be sent in writing to the ESMO TAT Asia 2025 Secretariat

**The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received.**

#### 4.4 On-site satellite promotion and distribution

All satellite symposia will be allocated a designated poster board in the ESMO TAT Asia 2025 Industry Satellite Symposia Gallery. On each day, the posters of the corresponding satellite symposia will be displayed daily from 08:00 (HKT). Each programme poster artwork should respect the following format and deadline:

- The wording "ESMO TAT Asia 2025 Industry Satellite Symposium" must be included at the top of each poster to avoid any confusion with the official scientific programme
- The content must reflect the final programme submitted and approved; no changes are allowed
- Format: 841mm W x 1189mm H (vertical format), with 50mm bleed all around, high resolution, PDF
- Deadline: 25 June 2025

The artwork is to be submitted to the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) for review and a notification will be sent within 10 working days to inform if it is accepted or if any changes are required. The artwork will be used for the ESMO TAT Asia 2025 Industry Satellite Symposia Gallery on-site.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the congress period. Invitations\* and flyers may not be distributed to participants in any access to, or in public areas of, the congress centre, including between the metro station and the main entrance of the congress venue.

Flyers may, however, be distributed at the company booth from when the exhibition is open and in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium.

Additionally, the venue strictly forbids sticking signage or other elements to any walls, doors or windows of the premises.

\*Artwork production and delivery of invitations is at the sponsoring company's expense.

#### 4.5 Other promotional activities

Any other activity organised with the purpose of promoting the company's presence during the event or its products or services is subject to ESMO approval.

#### 4.6 Promotion related to products and services

Companies holding satellite symposia are responsible for obtaining relevant information and for complying with all Hong Kong SAR and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the satellite symposium. Advertising of a specific product does not mean acceptance by ESMO, and the companies are solely responsible for ensuring that any of its advertising complies with relevant Code of Practice and applicable local and international laws.

## 5 Industry Meetings and Activities

### 5.1 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day and are subject to ESMO approval, please send your request to [asiacongress@esmo.org](mailto:asiacongress@esmo.org).

The ESMO TAT Asia 2025 Faculty Dinner is foreseen on Saturday, 19 July 2025. The ESMO Board of Directors and the Congress Faculty will be invited to the Faculty Dinner.

### 5.2 Unofficial satellite symposia or similar events

During the period beginning Friday, 18 July 2025 through to Sunday, 20 July 2025, ESMO does not allow any corporate-organised satellite symposia or similar events to take place on other days and in other places except the ones planned in the official venue.

### 5.3 Concomitant activities

Concomitant activities such as internal meetings involving delegates, press conferences, educational or promotional activities taking place within or outside the congress centre are allowed but concomitant with or during breaks in of the scientific programme of the ESMO TAT Asia 2025, are subject to ESMO TAT Asia 2025 Secretariat approval.

Clear identification of meeting organiser, meeting purpose, number of participants, date and time must be submitted for approval to ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) at least 4 weeks prior to the event.

#### Blackout times:

Friday, 18 July 2025	13:45-17:00
Saturday, 19 July 2025	08:30-17:00
Sunday, 20 July 2025	08:30-15:30

All media activities initiated by third parties are subject to specific [Media Policy](#). For additional information about media issues, please contact ESMO Communications ([media@esmo.org](mailto:media@esmo.org)).

### 5.4 Closed Industry meetings

ESMO permits industry partners to organise on-site staff meetings, briefings, advisory boards, client meetings or other type of closed meetings at the congress centre and/or outside the congress centre.

Meetings may be organised from Friday to Sunday from 08:00 to 18:00 and the following requirements must be respected:

- Small meetings may be held in parallel to the official ESMO TAT Asia 2025 educational and scientific programme provided they do not exceed 25 participants
- Larger meetings exceeding 25 participants (up to a maximum of 80 participants) are permitted outside of the blackout time.
- Meetings are “closed” and by invitation only
- Each company is responsible for the meeting content. ESMO does not endorse any private meeting
- Meetings are not to be promoted in the congress centre or in any ESMO TAT Asia 2025 publication or to be promoted online e.g. via social media
- ESMO TAT Asia 2025 Faculty, ESMO Executive Board and Council Members are not to be invited to participate in any private industry meetings to be held during the official programme
- No hybrid meetings are to be scheduled during the official ESMO TAT Asia 2025 educational and scientific programme
- Media should not be invited and are not permitted to attend the meeting

### Meeting room booking procedure

Meeting rooms can be requested via [asiacongress@esmo.org](mailto:asiacongress@esmo.org). Booking requests can be submitted until 25 June 2025. Meeting rooms can be rented from Friday, 18 July 2025 to Sunday, 20 July 2025, 08:00-18:00, subject to availability.

### Access to meeting rooms

Meetings' attendees not registered to ESMO TAT Asia 2025 can **only** access private meeting spaces with a badge. If you need support, please contact [registration@esmo.org](mailto:registration@esmo.org). Please note that attendees without a badge will not be able to access the venue for security reasons. If your meeting is scheduled very early in the morning, please make sure that badges are collected in advance.

## 5.5 Media activities

All media activities initiated by third parties are subject to specific [Media Policy](#). Companies wishing to organise a media event during the ESMO TAT Asia 2025 should send a request to ESMO Communications. For additional information about media issues, please contact ESMO Communications ([media@esmo.org](mailto:media@esmo.org)).

### 5.6 Badges (Media Activities)

According to the [ESMO Press Policy](#), press badges may only be assigned to Press Representatives working for ESMO-recognised press outlets. Should communication agencies or companies representatives require a badge for the purpose of preparing and/or developing third party media events, please send an email to both ESMO Registration ([registration@esmo.org](mailto:registration@esmo.org)) and ESMO Communications ([media@esmo.org](mailto:media@esmo.org)) to request a temporary dedicated badge. Full details are available in the [ESMO Third-party Media Activities Policy](#).

### 5.7 Filming, recording and photography

Congress content is the copyright of ESMO. It is strictly forbidden to record or capture in any way the official programme, Satellite's sessions, Exhibition area and/or posters presented during the meeting.

All filming activities initiated by Third Parties need written approval by ESMO ([filming@esmo.org](mailto:filming@esmo.org)).

Photographers and/or filming crews members hired by Third Parties can perform their activities abiding by the [ESMO Filming Policy](#) and purchasing a specific filming badge. Specific and different filming permissions may be granted to Third Parties and are subject to limitations and rules based on the purpose, the activity and the entity applying for the badge request. Badge requests can be sent to [filming@esmo.org](mailto:filming@esmo.org) (cc: [registration@esmo.org](mailto:registration@esmo.org)).

Anyone carrying filming equipment at Events, is requested to wear all times a specific vest distributed on-site together with the badge.

## EXHIBITION

### 6 Exhibition Time Schedule

#### Set-up

Friday, 18 July 2025	06:00-10:00
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#### Exhibition opening hours

Friday, 18 July 2025	10:00-18:00
Saturday, 19 July 2025	08:00-17:00
Sunday, 20 July 2025	08:00-15:30

#### Dismantling

Sunday, 20 July 2025	15:30-17:00
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#### Registration opening hours

Friday, 18 July 2025	09:00-18:00
Saturday, 19 July 2025	08:00-17:00
Sunday, 20 July 2025	08:00-15:30

#### Coffee break and lunches

Friday, 18 July 2025	11:15-11:45, 13:00-13:45, 16:30-18:00
Saturday, 19 July 2025	09:45-10:15, 12:00-12:45, 15:15-15:45
Sunday, 20 July 2025	09:45-10:15, 12:00-12:45

Note: Times subject to changes.

#### Welcome session

All participants and exhibitors are cordially invited to attend the Congress Welcome session on Friday, 18 July 2025, 13:45-14:15 in Grand Ballroom 1 (times subject to changes, please kindly check the final online programme).

#### Networking Cocktail and Poster display

The Networking Cocktail and Poster display will take place in the Exhibition area, on Friday, 18 July 2025 from 17:00-18:00. All delegates, invited speakers and exhibitors are invited to join this event.

## 7 Exhibition Rules and Instructions

### 7.1 Exhibition area and Pipeline area display specifications

All exhibits must be confined to the spatial limits of their booth area, as indicated in the final floorplan. No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included).

#### 20 June 2025 Orders of furniture and any additional stand services

For additional furniture, please contact our official stand builder, Pico ([cs\\_esmo@picoiesgroup.com](mailto:cs_esmo@picoiesgroup.com)), or submit the completed [order form](#) by **20 June 2025**. Exhibitors are welcome to decorate their stand walls or order furniture at the exhibitor's expense.

### Pipeline Area Display

Companies that are entitled to have a pipeline display board, must provide ESMO an artwork with the following specifications by **25 June 2025**:

- Format: 2000mm W x 2400mm H (vertical format), with 50mm bleed all around, high resolution, PDF

### 7.2 Catering for exhibition stands

Lunch and coffee breaks are catered for registered delegates. Should you wish to have additional catering at your exhibition stand, please contact ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) in advance to discuss your requirement.

### 7.3 Shipping instructions

More details to be provided soon.

### 7.4 Exhibitors' registration

Owners, representatives and employees of exhibiting firms are entitled to request a limited number of exhibitor badges as included in their sponsorship package. In addition to accessing the exhibition, an exhibitor badge grant entry to the Industry Satellite Symposia and the private meeting area.

Please find below the included number of exhibitor badges per sponsorship package:

Sponsor Level	No. of Exhibitor badges
Platinum Sponsor	6
Gold Sponsor	4
Silver Sponsor	4
Exhibitor	2

Additional badges can be purchased by following the instructions below. The fee for badges exceeding the entitlement will be confirmed at a later stage. Contact [exhibitors@esmo.org](mailto:exhibitors@esmo.org) for more information.

To order your exhibitor badges and register your staff, please complete the excel template and return it via e-mail to: [exhibitors@esmo.org](mailto:exhibitors@esmo.org) by **25 June 2025**. As already specified, for exhibitor badges exceeding the complimentary allocation, the exhibitor fee will apply.

Printed exhibitor badges will display the first and last names, company name and country (mandatory information).



Exhibitor badges will only be distributed onsite at the Exhibitor Registration Desk. They will be handed over in bulk to one company representative, who will be responsible for distributing them to staff members before accessing the venue.

**IMPORTANT:**

Do not keep the badges at the booth, distribute them immediately, as otherwise your staff cannot enter the exhibition area. **NO ENTRANCE without a badge will be allowed. Participants are required to wear a badge at all times within the congress venue. No reprints of badges or exceptions for entry will be made.**

Unauthorised transfer of the badge to provide access to the exhibition hall is strictly prohibited. Any individual found engaging in such activities or is found without a valid badge within the congress venue will be escorted out of the exhibition hall by on-site security personnel upon identification.

## 7.5 Working passes

Working passes must be worn at all times during set-up for security reasons. An unlimited number of working passes for the set-up time will be available on-site, free of charge. Upon arrival for set-up, the working passes will be distributed by our official stand builder, Pico.

**It is obligatory to pre-order working passes for the period of set-up.** In this regard, please inform Pico on the quantity of passes required by **20 June 2025**.

Working passes are valid for the set-up period only and will not grant access during the congress days and the official exhibition hours.

## 7.6 Company acknowledgement

ESMO will include the exhibitor's company description online on the ESMO TAT Asia 2025 Website and ESMO TAT Asia 2025 App.

Company descriptions should be submitted as soon as the exhibition subscription is confirmed, via email to [asiacongress@esmo.org](mailto:asiacongress@esmo.org) by **4 June 2025** at the latest.

You will be asked to provide the following information:

- Company name (clearly indicate the company name as it must appear)
- Company description (max. 250 characters including spaces) and information (please clearly indicate the company name as it must appear online)
- Company Corporate Website
- Company Logo (in jpeg or png format) will be published on the ESMO TAT Asia 2025 Website only

Data not provided by the given deadline, **4 June 2025**, will not be published. You are kindly requested to check carefully the content you are submitting, as changes to the text will NOT be possible.

## 7.7 On-site liability

### 7.7.1 Congress Management

Neither ESMO nor Kerry Hotel Hong Kong, nor either of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents employees or other representatives, resulting from Exhibitor's participation in the Event or licensing and/or use of exhibition space hereunder, whether from earthquake, fire, theft, water or accident or any other cause, or from ESMO nor Kerry Hotel Hong Kong, or either of their officers', agents',

employees', or other representatives' negligence. The Exhibitor shall indemnify, defend and hold harmless ESMO or Kerry Hotel Hong Kong, and their respective owners, directors, officers, employees, agents and representatives, from, and all claims, demands, suits, liability damages, loss, costs, attorney's fees, and expenses of any kind which might result or arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives. Neither ESMO nor Kerry Hotel Hong Kong shall be responsible for the security of Exhibitor's products, propriety software or hardware information. It is the responsibility of the exhibitor to maintain proper insurance coverage for its property and liability. Exhibitor understands that neither ESMO nor Kerry Hotel Hong Kong maintains insurance covering of the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The stands may be used for exhibiting and advertising of the Exhibitor's own products in accordance with applicable laws and regulations.

#### **7.7.2 Insurance**

The Exhibitor and/or his stand building company are required to take out a civil liability policy to cover damages for personal and property damages for the duration of the entire time of the exhibition including time allotted for setting up and dismantling.

#### **7.7.3 General building requirements**

All exhibits must be confined to the spatial limits of their booth, as indicated in the final floor plan.

Equipment to be shown or demonstrated must be placed in the contracted exhibit space in order to ensure the visitor viewing the equipment will be in the booths and not impeding aisle traffic. All products and services must be safe in the opinion of ESMO and have the approval of the appropriate authorities.

All activities on the booth area potentials attracting a large audience and causing queues (e.g. presentation, quiz, giveaway distribution) may not be placed immediately at the borders of the booth facing the aisles, as this might impede aisle traffic. Those activities must be clearly identifiable on the booth layout sent in for approval by ESMO.

ESMO reserves the right to stop such activities on the booth immediately, if they are blocking the passageways around the booth area.

### **7.8 ESMO trade exhibition area rules**

#### **7.8.1 Unapproved therapies**

ESMO bear no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither is ESMO supporting those products or services for their sole promotion at ESMO TAT Asia 2025. However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local laws and ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that the display or transmission of information, advertising, promotion and actions during the congress comply to the Code of Practice and applicable regulation of governing bodies in Hong Kong SAR.

#### **7.8.2 Duration of the exhibition**

The exhibition will open from Friday, 18 July 2025 to Sunday, 20 July 2025.

#### **7.8.3 Concomitant activities**

Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official

ESMO TAT Asia 2025 educational and scientific programme are subject to ESMO approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) at least 6 weeks prior to the event.

#### **7.8.4 Use of Congress logo**

The ESMO TAT Asia Congress names and/or logos may not be part of any exhibitor-distributed materials. The use of the ESMO TAT Asia Congress title and logo on distributed material is subject to approval by the ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

#### **7.8.5 Display, projection or distribution of promotional materials on-site**

All these activities must be confined within the company's assigned exhibition space or meeting room and are not allowed in any other area in, or leading to, the Congress venue. ESMO does not review and approve the content of promotional material which exhibitors distribute on their booth or in their meeting room. ESMO bears no responsibility towards the delegates and authorities for the content of displays and promotional material. It is the full responsibility of the exhibitor that it is in accordance with all local and international laws. For all displays and promotional material the exhibitors are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Hong Kong SAR. ESMO will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Any orders for products which are taken must be made in accordance with laws covering such orders.

#### **7.8.6 Advertisements**

Advertisements are possible on-site at the venue. Please contact [asiacongress@esmo.org](mailto:asiacongress@esmo.org) for further details.

#### **7.8.7 Promotion at Congress hotels**

The distribution or display of promotional materials at the hotels where participants are staying during the Congress is discouraged by ESMO.

#### **7.8.8 Securing guidelines, marking materials and painting works**

No stickers, poster hangers or other materials will be allowed to hang on fascia. ESMO reserves the right to remove any exhibits or publicity materials at the Exhibitor's expenses which are considered not conforming to the standard and set-out of the exhibitor or do not fall within the exhibit description of the exhibition.

#### **7.8.9 Photographing, filming and audio recording**

Photographing, filming and audio-recording in the exhibition hall is not permitted at any time. Exception: Exhibitors may take photographs or filming of their own stand or stand activities with prior approval of ESMO. For photographer or filming staff a special FILMING BADGE is needed and can be requested from ESMO. Any photographer or filming staff found without a valid badge within the congress venues will be escorted out of the exhibition hall by on-site security personnel upon identification.

#### **7.8.10 Audio and visual activities**

The projection of films and slides; any amplification with the aid of loud-speakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens are acceptable within the designated stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand space. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than towards or across the aisles. Sound levels recorded at adjacent or opposite stands should not exceed 70dB from source for all speech, music and sound effects. If ESMO judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, ESMO reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of the ESMO TAT Asia 2025 Exhibition rules.

#### 7.8.11 Stand activities

No programmatic activities or scientific/educational activities may take place at the booth. Activities which are not classifiable as purely promotional are subject to approval. Self-assessment test, computer-assisted learning which the delegate can choose to start and end at his/her wish are allowed.

#### 7.8.12 Other promotional activities

Any other activity that is organized with the purpose of promoting the company's presence during the event or its products services is subject to ESMO approval.

#### 7.8.13 Subletting of space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of nonexhibiting firms in any part of the congress facility is strictly prohibited.

#### 7.8.14 Surveys

Surveys are authorised only in the limits of the company's assigned booth. The appointed staff must be always identifiable as member of a "marketing research team".

#### 7.8.15 Media activities (Press)

All media activities initiated by third parties are subject to a specific [Media Policy](#). Companies wishing to organise a media event during the Congress should send a request to ESMO Communications. For any additional information about Media issues, please contact ESMO Communications, [media@esmo.org](mailto:media@esmo.org).

According to the ESMO [Media Policy](#), press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the ESMO Press Office ([media@esmo.org](mailto:media@esmo.org)) to obtain a temporary badge. This badge only allows access to the room where media activities are taking place. Full details are available in the [ESMO Third-party Media Activities Policy](#).

The temporary badge does not authorize any promotional or commercial activities, or any unsolicited contacts with any delegates. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's records, based on the nature and damage of the infraction, and Congress Secretariat reserves the right to ask for any modification.

#### 7.8.16 Booth restrictions

Exhibits must conform to the contracted space and all display rules as set forth in the ESMO TAT Asia 2025 Industry & Exhibition Guidelines. Any aspect that is not covered in the ESMO TAT Asia 2025 Industry & Exhibition Guidelines is subject to approval by ESMO. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must be kept clear at all times and free for passage. All emergency exits and access to service areas must be kept clear at all times and not restricted, hindered or rendered unrecognisable. Any exposed part of the display must be covered not to be objectionable to other exhibitors or the best overall interest of the exhibition. All business and selling demonstrations must be confined to the limits of the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

#### 7.8.17 Management of the booth

Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published dismantling hours. The dismantling or abandonment of the exhibit will cause remedial actions by ESMO. Relating costs will be borne by the exhibiting company.

#### 7.8.18 Catering

Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden. All exhibitors offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. Should you

wish to have additional catering at your exhibition stand, please contact ESMO TAT Asia 2025 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)) in advance to discuss your requirement. It is the exhibitor's responsibility to abide by the local laws and by the relevant pharmaceutical codes of practice or other relevant and valid Industry codes of practice.

#### **7.8.19 Social functions/activities**

Social functions and other activities sponsored by exhibitors cannot be held during exhibition hours or in conflict with any scheduled meetings or activities conducted by ESMO. No programmatic activities or scientific/educational activities may take place during exhibitor/sponsored functions. Self-assessment tests, computer-assisted learning which the delegate can choose to start and end at his/her wish are allowed.

#### **7.8.20 Giveaways**

Giveaways should have a professional nature and be limited in value. Sharp, pointy or other potentially dangerous objects are not allowed. The ESMO Asia TAT Asia 2025 Secretariat does not review and approve giveaways. It is the exhibitor's responsibility to abide by the local and international laws and by the relevant pharmaceutical codes of practice or other relevant and valid Industry codes of practice.

#### **7.8.21 Health and Safety**

As an exhibitor, please be reminded to:

- Conduct risk assessments for your work activities.
- Implement safety and health measure for any machine, equipment or substance used within the exhibition stand
- Provide staff with sufficient instruction, training and supervision
- Provide staff with the necessary PPE for them to work safely.

#### **7.8.22 Cleaning**

ESMO will be responsible for the cleaning of the aisles and public areas within the exhibition area. The Exhibitor is required to engage his own cleaning service, if required, for booth cleaning during the exhibition period (including set-up and dismantling).

#### **7.8.23 Force majeure**

ESMO reserves the right to postpone the Congress including the technical exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the Congress or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment. Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO TAT Asia Congress 2025 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder. For the condition for such cases please refer to the General Terms and Conditions.

#### **7.8.24 Security and insurance**

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/ exhibitor shall indemnify ESMO and its contractors or third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

#### **7.8.25 Smoking policy**

ESMO TAT Asia 2025 and the concomitant exhibition have been designated as no-smoking events throughout the entire venue, including all meeting halls, functions, registration and catering areas. All participants are kindly required to respect the no-smoking policy.

#### **7.8.26 Infraction(s)**

Any infraction(s) to our ESMO TAT Asia 2025 Exhibition Rules will follow the procedure outlined in the General Terms and Conditions.

#### **7.8.27 Final clause**

In cases not covered by the regulations in this ESMO TAT Asia 2025 Industry & Exhibition Manual, ESMO interpretation shall be final.

## GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO TAT Asia 2025 insofar as the contractual partners do not reach contrary agreements in writing.

### Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO TAT Asia 2025 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by e-mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

### Appointed Agencies

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

### Procedure

- Send Sponsorship Application Form. For application received by 20 September 2024, assignments for sponsorship items will be done by sponsorship level and on a first come, first served basis. After which, the next round of assignment will take place from 2 December 2024 onwards, regardless of the level of sponsorship.

### Assignment

At each sponsoring company's turn for assignment, every effort will be made to:

- Offer the first, second and third choice made on the sponsorship application form subject to availability.
- Offer a real time selection of what is available if the 3 choices on the sponsorship application cannot be honoured. To ensure each sponsoring company has a chance to choose a suitable opportunity, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

### Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period.

### Terms of Payment

Payment is due within 30 days following the date of the invoice.

### Cancellation Policy

The company cancelling its support after the official application form has been accepted will be liable to pay the following fees (if the sponsorship product(s)/service(s) cannot be reallocated to another company):

- 25% of the total rate, if the cancellation request is received in writing by 20 September 2024.
- 50% of the total rate, if the cancellation request is received in writing between 20 September and 15 November 2024.
- 100% of the total rate, if the cancellation request is received in writing after 15 November 2024.

Once the sponsorship item(s) are officially assigned the cancellation fee is 100% of the total rate.

If the item(s) can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

### Administration fees/invoicing changes

Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (excluding VAT) will be charged to the company.

### Indebtedness

Payments not received by the first day of the Congress (Friday 18 July 2025) will be subject to a 10% penalty fee on the total sponsorship investment.

### Refunds

Any refunds of deposits paid will be made after ESMO TAT Asia 2025 but not later than 29 August 2025. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

### Data Protection and Sharing of Contact Details

All data provided during the application process may be used (saved, stored, processed, transmitted, shared and deleted, but not modified) to allow the processing and execution of the Application(s). This data may be shared with our contractors to the extent necessary to ensure the organisation of ESMO TAT Asia 2025.

### Postponement or Abandonment

ESMO reserves the right to postpone the event, including if unforeseen circumstances warrant such action. Should any contingency prevent the holding of ESMO TAT Asia 2025 or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO TAT Asia 2025 in the event of force majeure cases (e.g. any acts of God, strikes, labour disputes, epidemics, pandemics, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

**Limitation of Liability of ESMO and Warranties**

ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

ESMO gives no warranties in respect of any aspect of ESMO TAT Asia 2025 or any materials related thereto or offered at ESMO TAT Asia 2025 and, to the fullest extent possible disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. ESMO TAT Asia 2025 is provided on an “as-is” basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at ESMO TAT Asia 2025 are theirs alone and do not necessarily reflect the views, opinions, or positions of ESMO or any employee thereof. ESMO TAT Asia 2025 makes no representations as to accuracy, completeness, timeliness, suitability, or validity of any information presented by speakers, attendees, or sponsors at ESMO TAT Asia 2025 and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use. ESMO does not endorse, and expressly disclaims all liability relating to, any of the products or services provided by speakers, attendees, or sponsors.

**Bankruptcy or Liquidation**

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

**Security and Insurance**

Neither ESMO nor its affiliates shall be liable for any direct, indirect, special, incidental, or consequential costs, damages or losses arising directly or indirectly from ESMO TAT Asia 2025 or other aspect related thereto.

The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

**Enforcement of Rules**

Applies equally to all. All companies investing in sponsorship at ESMO TAT Asia 2025 must comply with all rules and policies established by ESMO.

**Violation Procedure**

The procedure for policing and enforcing the violation is as follows:

When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company’s view, after which the Committee will give its opinion.

This will be confirmed in writing after ESMO TAT Asia 2025. Appeals may be made to the ESMO Management.

**Penalties**

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO Congress.

**Claims Procedures, Place of Performance and Jurisdiction**

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of ESMO TAT Asia 2025. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

**Final Clause**

In cases not covered by the regulations in this Industry & Exhibition Guidelines, ESMO interpretation shall be final.



## ESMO PRIORITY LIST

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The sponsorship point system has been designed to recognise sponsor investment in ESMO projects and sponsorship points are allocated in acknowledgement of each EUR 10,000 of sponsorship investment.

- a. Accrued sponsorship points define the position of each company in the ESMO sponsors priority list. The priority list identifies companies that will be offered visibility at, and privileged within, events such as the ESMO Congress and related activities, for example satellite symposia, exhibition space, hotel accommodation, etc.
- b. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
- c. ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative, and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d. Sponsorship points are cumulative but expire at the end of the 24th month after which they have been allocated.
- e. ESMO recognises the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.
- f. Furthermore, ESMO will also recognise your contribution to advancements in medicine and science at the ESMO annual congress. ESMO will allocate one point for each abstract accepted for oral presentation with the mention "Funding by...".



## ESMO PRIORITY LIST

- 1 AstraZeneca
- 2 MSD
- 3 Daiichi Sankyo
- 4 Pfizer
- 5 Johnson & Johnson
- 6 Novartis
- 7 Bristol Myer Squibb
- 8 Roche
- 9 Eli Lilly
- 10 GSK
- 11 Gilead
- 12 Servier
- 13 Merck
- 14 Amgen
- 15 Bayer
- 16 Astellas
- 17 Regeneron Pharmaceuticals
- 18 Eisai
- 19 BeiGene
- 20 Novocure GmbH
- 21 Menarini Group
- 22 Ipsen
- 23 Sanofi
- 24 Pierre Fabre
- 25 Boehringer Ingelheim
- 26 Abbvie
- 27 Takeda
- 28 Illumina
- 29 I Path Media
- 30 Medscape
- 31 Exact Sciences
- 32 PharmaMar
- 33 Thermo Fisher
- 34 Genmab
- 35 Incyte
- 36 Exelixis
- 37 Immunocore
- 38 Accord Healthcare
- 39 Deciphera Pharmaceuticals
- 40 Springer
- 41 Helsinn Healthcare
- 42 Taiho
- 43 Cognite
- 44 Jazz Pharmaceuticals
- 45 Continuum Clinical
- 46 Veracyte
- 47 Eurobio Scientific
- 48 pharmaand - pharma&
- 49 Guardant Health
- 50 ClinSol GmbH & Co. KG
- 51 Elevar
- 52 Total Health Information Services
- 53 Beacon Medicare
- 54 Art Tempi Communications
- 55 Fresenius Kabi
- 56 BioNTech
- 57 Conveners
- 58 Natera
- 59 Predicine
- 60 Jiangsu Hengrui
- 61 Replimune
- 62 Cor2Ed
- 63 Med Learning Group
- 64 Caris Life Science
- 65 Personalis, Inc.
- 66 Agilent Technologies
- 67 Iqvia
- 68 Sun Pharma
- 69 PlayToKnow AG
- 70 Bicycle Therapeutics
- 71 Arvinas
- 72 Tempus
- 73 Elekta
- 74 Orion Pharma
- 75 Biocartis
- 76 Viatrix
- 77 Catalysis
- 78 Resilience
- 79 Sysmex
- 80 Arab Organizers
- 81 Amoy Diagnostics
- 82 Precision
- 83 Revolution Medicines
- 84 Fortrea
- 85 Rain
- 86 Pivotal
- 87 Mural Oncology, Inc.
- 88 Debiopharm International
- 89 Syneos Health
- 90 Owkin
- 91 Merus
- 92 PSL Group
- 93 Shanghai Henlius Biotech
- 94 Medidata
- 95 Innovent Biologics
- 96 Gene Solutions Lab Limited Liability Company
- 97 Arcus
- 98 Flatiron
- 99 Mersana Therapeutics
- 100 Axiom - Healthcare Strategies

**ESMO - European Society for Medical Oncology**  
would like to thank all of our industry partners for  
their continued support at our congresses and bringing  
the best of the science together with you in Hong Kong SAR.